

Date: February 18, 1992

Promotion Description: FREE T-SHIRT WITH 3-PACK

Field Dates: Period 6; 8/17-10/2/92

ALLOCATION BY GEOGRAPHY

ALPINE 3-PACK TEE SHIRT PROMOTION - ALLOCATION

	20-DEAL DISPLAYS PF = 20	TEE SHIRT DEALS PF = 20	MILITARY 20-DEAL DISPLAYS PF = 20	TEE SHIRT DEALS PF = 20
Region 1:	5,140	102,800	120	2,400
Region 2:	10,440	208,800	120	2,400
Region 3:	3,320	66,400	120	2,400
Region 4:	10,320	206,400	120	2,400
Combined Totals:	29,700	594,000		

ALPINE KEY OFFENSIVE MARKETS

Region 1	Region 2	Region 3	Region 4
1AO BANGOR	2AO BALTIMORE	3AO ST. LOUIS	4AO PITTSBURGH
1BO BOSTON	2BO WASHINGTON	3BO SPRINGFIELD	4BO CLEVELAND
1FO SYRACUSE	2CO RICHMOND	3CO PADUCAH	4CO COLUMBUS
1GO BUFFALO	2DO RALGH/DRHM	3DO MEMPHIS	4DO CINCINNATI
1IO PHILADEL	2EO CHARLOTTE	3EO JACKSON	4EO SAGINAW
1JO HARRISBURG	2FO COLUMBIA	3FO LITTLE ROCK	4FO DETROIT
	2GO GREENVILLE	3GO NEW ORLEANS	4GO GRAND RAPIDS
	2EO KNOXVILLE		4HO TOLEDO
	2IO NASHVILLE		4IO INDIANAPOLIS
	2JO ATLANTA		4LO CHICAGO
	2EO BIRMINGHAM		4MO PEORIA
	2LO SAVANNAH		4NO GREEN BAY
	2MO JACKSONVIL		4OO MINNEAPOLIS
	2NO PENSACOLA		4QO MILWAUKEE

2070512493